

CONTRACT



WOWT
3501 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

<u>Contract / Revision</u> 2169075 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Nebraska		<u>Original Date / Revision</u> 08/20/21 / 08/23/21
<u>Contract Dates</u> 08/24/21 - 09/26/21	<u>Estimate #</u>	
<u>Product</u> 3Q 21		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Households		
	<u>Order Type</u> NORMAL	
<u>Agency Code</u>	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 152003	<u>Advertiser Ref</u> 190878	

And:

People Who Think
4250 Hwy 22
Ste 7
Mandeville, LA 70471

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	08/24/21	09/26/21	Morning News Show	5a-6a		:30			NM	10	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/23/21	08/29/21	-T-T---				2	\$280.00			
	Week:	08/30/21	09/05/21	-T-T---				2	\$280.00			
	Week:	09/06/21	09/12/21	-T-T---				2	\$280.00			
	Week:	09/13/21	09/19/21	-T-T---				2	\$280.00			
	Week:	09/20/21	09/26/21	-T-T---				2	\$280.00			
N 2	WOWT	08/24/21	09/26/21	Weekend News Su	658a-8a		:30			NM	3	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/23/21	08/29/21	-----S				1	\$240.00			
	Week:	08/30/21	09/05/21	-----				0	\$0.00			
	Week:	09/06/21	09/12/21	-----S				1	\$240.00			
	Week:	09/13/21	09/19/21	-----				0	\$0.00			
	Week:	09/20/21	09/26/21	-----S				1	\$240.00			
N 3	WOWT	08/24/21	09/26/21	Midday News	11a-12p		:30			NM	15	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/23/21	08/29/21	--W-F--				3	\$280.00			
	Week:	08/30/21	09/05/21	M-W-F--				3	\$280.00			
	Week:	09/06/21	09/12/21	M-W-F--				3	\$280.00			
	Week:	09/13/21	09/19/21	M-W-F--				3	\$280.00			
	Week:	09/20/21	09/26/21	M-W-F--				3	\$280.00			
N 4	WOWT	08/24/21	09/26/21	News @ 5p M-F	457p-530p		:30			NM	15	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/23/21	08/29/21	-TWT---				3	\$800.00			
	Week:	08/30/21	09/05/21	-TWT---				3	\$800.00			
	Week:	09/06/21	09/12/21	-TWT---				3	\$800.00			
	Week:	09/13/21	09/19/21	-TWT---				3	\$800.00			
	Week:	09/20/21	09/26/21	-TWT---				3	\$800.00			
N 5	WOWT	08/24/21	09/26/21	News @ 5p Sa	459p-530p		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/23/21	08/29/21	-----S-				1	\$900.00			
	Week:	08/30/21	09/05/21	-----				0	\$0.00			
	Week:	09/06/21	09/12/21	-----S-				1	\$900.00			
	Week:	09/13/21	09/19/21	-----				0	\$0.00			

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<u>Contract Dates</u> 08/24/21 - 09/26/21	<u>Product</u> 3Q 21	<u>Estimate #</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/20/21	09/26/21	-----S-				1	\$900.00				
N 6	WOWT	08/24/21	09/26/21	NBC Nightly News Su	530p-6p		:30			NM	3	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/23/21	08/29/21	-----S				1	\$1,000.00				
	Week:	08/30/21	09/05/21	-----				0	\$0.00				
	Week:	09/06/21	09/12/21	-----S				1	\$1,000.00				
	Week:	09/13/21	09/19/21	-----				0	\$0.00				
	Week:	09/20/21	09/26/21	-----S				1	\$1,000.00				
N 7	WOWT	08/24/21	09/26/21	Weekday Jeopardy	6p-630p		:30			NM	10	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/23/21	08/29/21	-T-T---				2	\$900.00				
	Week:	08/30/21	09/05/21	-T-T---				2	\$900.00				
	Week:	09/06/21	09/12/21	-T-T---				2	\$900.00				
	Week:	09/13/21	09/19/21	-T-T---				2	\$900.00				
	Week:	09/20/21	09/26/21	-T-T---				2	\$900.00				
N 8	WOWT	08/24/21	09/26/21	Sa Jeopardy	6p-630p		:30			NM	3	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/23/21	08/29/21	-----S-				1	\$500.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	2	WOWT	08/23/21-08/29/21	Sa Jeopardy	6p-630p	-----Sa--	:30		\$500.00	NM			
	See MG 8.5												
	5	WOWT	09/04/21-09/04/21	Sa Jeopardy	6p-630p	-----Sa--	:30		\$500.00	NM			
	Ⓜ MG for 8.2 08/28												
	Week:	08/30/21	09/05/21	-----				0	\$0.00				
	Week:	09/06/21	09/12/21	-----S-				1	\$500.00				
	Week:	09/13/21	09/19/21	-----				0	\$0.00				
	Week:	09/20/21	09/26/21	-----S-				1	\$500.00				
N 9	WOWT	09/19/21	09/19/21	Sunday Night Football	Various		:30			NM	1	\$4,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/13/21	09/19/21	-----S				1	\$4,200.00				
N 10	WOWT	08/24/21	09/26/21	News @ 10p M-F	10p-1035p		:30			NM	10	\$10,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/23/21	08/29/21	-T-T---				2	\$1,050.00				
	Week:	08/30/21	09/05/21	-T-T---				2	\$1,050.00				
	Week:	09/06/21	09/12/21	-T-T---				2	\$1,050.00				
	Week:	09/13/21	09/19/21	-T-T---				2	\$1,050.00				
	Week:	09/20/21	09/26/21	-T-T---				2	\$1,050.00				
N 11	WOWT	08/24/21	09/26/21	News @ 10p Sa	10p-1035p		:30			NM	3	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	08/23/21	08/29/21	-----S-				1	\$1,000.00				
	Week:	08/30/21	09/05/21	-----				0	\$0.00				
	Week:	09/06/21	09/12/21	-----S-				1	\$1,000.00				
	Week:	09/13/21	09/19/21	-----				0	\$0.00				
	Week:	09/20/21	09/26/21	-----S-				1	\$1,000.00				
D 12	WOWT	08/24/21	09/05/21	News @ 10p Su	10p-11p		:30			NM	0	\$0.00	
N 13	WOWT	09/06/21	09/26/21	Late Run News @ 10p	Various		:30			NM	3	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	09/06/21	09/12/21	-----S				1	\$800.00				
	Week:	09/13/21	09/19/21	-----S				1	\$800.00				
	Week:	09/20/21	09/26/21	-----S				1	\$800.00				
Totals											79	\$56,020.00	

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Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
07/26/21 - 08/29/21	16	\$10,840.00	(\$1,626.00)	\$9,214.00
08/30/21 - 09/26/21	63	\$45,180.00	(\$6,777.00)	\$38,403.00
Totals	79	\$56,020.00	(\$8,403.00)	\$47,617.00

Signature: _____ **Date:** _____

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